

Medicaid
Quit Line Data Summary
October 1 - December 31, 2002

	Medicaid	State
Number of Calls to Quit Line	N = 731	N = 3,753
Percent of Statewide Calls	33.5%	100.0%
Percent of State Population in County¹	NA	100.0%
	Medicaid %	State %
Gender	N = 704	N = 3,291
Female	67.6%	61.0%
Male	32.4%	39.0%
Race/Ethnicity	N = 665	N = 2,816
People of Color	14.1%	13.9%
White	85.9%	86.1%
Age	N = 709	N = 2,956
Less than 18 years old	1.6%	2.7%
18 - 24 years old	13.4%	14.4%
25 - 34 years old	22.7%	21.8%
35 - 44 years old	26.5%	25.9%
45 years and older	35.8%	35.1%
Education	N = 691	N = 2,860
Did not graduate high school	30.0%	18.4%
High school graduate	35.0%	33.3%
Some college/vocational school	28.5%	34.9%
College graduate	6.5%	13.5%
Caller Type	N = 692	N = 3,367
General Information	0.1%	11.2%
Health care provider	0.0%	2.9%
Tobacco user	99.9%	85.9%
Payer Type	N = 714	N = 2,129
Medicaid	100.0%	33.5%
Heard About	N = 620	N = 2,888
Past caller	22.4%	18.5%
Employer/worksites	0.8%	0.8%
Health care provider	29.0%	21.8%
Television	11.6%	18.4%
Outdoor advertisement (billboard/bus/wall)	2.3%	7.2%
Targeted mailing	0.5%	0.9%
Great Start	0.0%	0.1%
Radio	1.3%	2.2%
Newspaper/Magazine	1.1%	2.2%
Brochure/Newsletter	5.2%	6.2%
Family or friend	21.8%	17.9%
Health Department	3.7%	2.9%
School	0.3%	0.9%